



**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of: Gregory J. Speicher

Serial No.: 09/833,099

Group Art Unit: 2616

Filed: April 11, 2001

Examiner: Phunkulh

Atty. Doc. No.: 935-012

For: INTERNET-AUDIOTEXT ELECTRONIC ADVERTISING SYSTEM WITH  
PSYCHOGRAPHIC PROFILING AND MATCHING

Honorable Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

**RESPONSE**

SIR:

In response to the Office Action dated October 3, 2007, in the above-mentioned case, Applicant respectfully requests reconsideration in view of the following remarks: